BROADCAST FROM

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FICTION

June 16

Lothar, Ernst LITTLE FRIEND Putnam

A translation from the German that, to one reader at least, seems just another book added to the list of importations of too slight merit. A story of post-war Vienna, which utterly lacks the earmarks of local color; of the conflict between the die-hard aristocracy and the rising proletariat; and of the effect of an unhappy marriage between parents representing the two extremes, on their daughter, a sensitive, imaginative child of twelve. A sordid story is told as if seen through the child's limited understanding, although interpreted by the reader's comprehension, and the result is awkward, unconvincing, artificial. $2.50

July 6

Stong, Phil STRANGER'S RETURN Harcourt, Brace

The book of the month! A book that labors under the double disadvantage of being a second novel following a dark horse best-seller, and of being issued under the imprint of a publisher other than the publisher of STATE FAIR. But we prophesy that it will emerge triumphant, proving conclusively that the author is not a one book man, and that he has succeeded not only in "doing it again" but in showing, in his second book, an amazing advance in maturity of technique and deftness of touch, without sacrificing the spontaneity and lightness that characterized the first. Once again he has brought to life a phase of American rural life that is cloaked neither by sentimentality nor eroticism, and that is gay and human and extraordinarily alive. Possibly in theme, this book is not so surely popular as the first book, for the romance is doomed to failure and strikes a note of futility which the youthful casualness of the affairs in the earlier book did not have. The old man who is the central figure of this book is one of the most vital characters in recent fiction. Readers who liked THE LAST ADAM - and many who thought THE LAST ADAM unnecessarily crude, and would have preferred a somewhat less "modern" note - will like this. It should open a good chance for plus sale of STATE FAIR. The publishers are backing the book with an initial $5,000 advertising and promotion campaign, which should give it a good send-off. $2.00

July 7

Seymour, Beatrice Kean DAUGHTER TO PHILIP Knopf

In her five previous novels, Miss Seymour has built up for herself a secure market among the better types of patrons of circulating libraries, and purchasers of light fiction of real merit. FALSE SPRING in 1930 ranked as her

first best-seller, and this was surpassed in 1932 by the sales figures of MAIDS AND MISTRESSES. The new book is the most significant one she has written, and should enlarge her sales without decreasing her rentals. It is the story of a stepchild in a sophisticated London household, and of the psychological effect on her temperament and career of her mother's inexplicable end, and of the relations between her father, whom she adores and who rarely notices her, and his second wife. Modern enough in dramatic effects and incident to satisfy the younger generation, conventional enough in dénouement to please the conservative older reader. The Sylvia Thompson market should also be a market for Beatrice Kean Seymour. Easy to rent. Easy to sell. $2.50

July 14

Gilpatric, Guy — FRENCH SUMMER — Dodd, Mead

An abortive attempt to go Kay Boyle one better, which - unless intended as spoofing that school of writing - fails lamentably. All the ingredients for a Riviera novel of the sophisticates is there, with more than the permissible allowance of slang. A slim plot, concerning itself unduly with a lovely and bewitching enchantress(the type of nitwit other women find an enigma in her appeal) who has come from the Middle West to the Riviera for two reasons, - (1) to get a divorce from her particular species of Babbitt; (2) to write a novel which will assuredly be "different". Actually, she spends her time breaking hearts and making up her mind to a last act which actually surprises everyone concerned. $2.00

Saki (H. H. Munro) — THE NOVELS AND PLAYS OF SAKI — Viking

Oh, to read Saki for the first time! Next best would be to introduce him to a new reader. For bookshops, assuredly there are many among your customers who might afford you that pleasure, and once a Saki fan, always a Saki fan. Either by way of the comfortable little blue volumes, or via the omnibus of short stories issued in 1930 and this new 'bus, which contains THE UNBEARABLE BASSINGTON, WHEN WILLIAM CAME, THE SQUARE EGG, THE WESTMINSTER ALICE, and other less familiar titles. BASSINGTON alone affords cuff material for any variety of after-dinner speech. (Here the disadvantage of being a woman enters into the picture). Merrily they roll along, these Saki items, of which to date more than 80,000 volumes have been sold. $3.00

July 19

Du Maurier, Daphne — PROGRESS OF JULIUS — Doubleday, Doran

It is hard to credit the author of THE GENTLE SPIRIT, with its amazingly wise and balanced portrayal of the members of a family over several generations, with so bitter a portrayal of a character as she has given here. Amazingly well-done, powerful, sure, - and yet the reader resents disliking anyone so whole-heartedly as one must dislike Julius, from the moment when he drowns his beloved kitten, to the end of his life, when he strangles his idolized daughter. He epitomizes the bad qualities of a self-made man whose god is gold and possession, whose demon is an utter lack of any human sympathy. An adroit handling of an unpleasant theme - almost suggesting Julian Green. Not a book for wide sales. $2.50

July 27

Riddell, Florence — DREAM ISLAND — Lippincott

Tropical palms, low lying reefs, luxuriance in nature's offerings, a man who hates women, a woman who has foresworn men, and each with a book to write.

What more can you ask, if you have imagination and a romantic nature? There are some new pieces in the old jigsaw puzzle, however, - a native girl who is an adept at the mystical arts of love, a white man brought up among the natives, voodooism or its South Sea island equivalent, human sacrifice, hurricanes, and murder. Circulating library appeal, almost exclusively. $2.00

August 11

Hutchinson, A. S. M. THE SOFT SPOT Little, Brown

The only Hutchinson book since IF WINTER COMES which has anything of the quality of that book. Again the author has taken a weak man as his central character, though Stephen Wain's type of weakness lacks the appeal of Mark Sabre. Stephen is a man who too readily accepts the path of least resistance, always able to justify his course of action to himself and to others. Directly or indirectly, he holds in his hands the ends of the threads which lead to his social and material success, through his manipulation - and conversely, to his moral and emotional failure. A well-patterned story. But told as though the author were editing and discussing the letters and journals and various types of available source material with the reader, which creates a certain awkwardness of viewpoint, at times annoying. The book has elements of popularity, and the break in the press should be carefully watched, as it may go to big figures, given a good start. The publishers feel that he is staging a comeback, and are planning to stand back of the book with advertising and promotion efforts. $2.50

August 12

Beswick, Eardley ORIGINAL DESIGN Minton, Balch

The formula of IMPERIAL PALACE applied to the inside workings of a machine factory at the beginning of the depression. The interest is centered sympathetically in the character of a pattern maker, whose invention saves the factory from going on the rocks, and who gets for himself, the customary "pat on the back" sort of acknowledgement. Intensely interesting, with characters representing every side of the industry, from owner down to the man who scrubs out the lavatories. A vivid book, with a theme universal enough in interest to catch the imagination of the reader in America as well as in England, which is the background of the story. The sympathy is with the workers, there is somewhat the element of purpose that characterized NOBODY STARVES, although at no time does the book give the impression of being propaganda. $2.50

~~September~~ 1 Oct 1

Williamson, Thames THE WOODS COLT Harcourt, Brace

A story of the Ozarks, with the seemingly unavoidable component parts:- bootleggers, moonshiners, revenue officers, sheriffs, blood feuds, the hero of the piece, and the villain. There is a girl who "two times" her lover. There is another girl who sacrifices everything to protect him, and goes into hiding with him. There are fine bits of descriptive writing, but much of the text is marred by an almost arbitrary introduction of the vernacular, even where it is not essential. There is none of the sentimental appeal of LITTLE SHEPHERD OF KINGDOM COME, or others of its ilk; simply hard-headed, modern realism. The title refers to the illegitimate birth of the mountain boy who is the central figure. $2.50

NON - FICTION

Already Published

Macdonell, A. G. — ENGLAND, THEIR ENGLAND — Macmillian

The publishers imported sheets, in small quantities. Out of stock, almost immediately. Again they imported sheets. Again were out of stock. The book has an indefinable charm, and they are realizing that it needs a different sales approach, if they - and the public - are to get the most out of it. Read it for yourself, and you will appreciate its delicious humor, its original appeal, a quality that suggests THREE MEN IN A BOAT, a book into which you try to dip and shortly find yourself reading straight through, and sharing bits here and there with any available audience. A Scotsman discovers England, and the voyage of discovery is told in narrative form, with a note of authenticity that suggests that it is a book of actual impressions, largely autobiographical. $2.00

Capek, Karel — LETTERS FROM HOLLAND — Putnam

The author's previous book, LETTERS FROM SPAIN, enjoyed a definite though limited vogue. This new book should be helped, not hindered, by the almost simultaneous publication of Hendrik Van Loon's INDISCREET ITINERARY, and a plus sale is the obvious suggestion. Delightful intimate sketches of Holland, written by a Czech who travels with his eyes, and his heart, and his funny-bone on the job - not to mention a capricious pencil. $1.50

July 12

Agar, Herbert — THE PEOPLE'S CHOICE — Houghton, Mifflin

"A Study in Progress" reads the subtitle, chosen, unquestionably, with tongue in cheek. A distinctly sensational indictment of our presidential scheme, and of the men who have been elected to fill the chair of the Chief Executive. In the early days, men of fine calibre, fitting background and training, and considerable mental stature, occupied the position. Since the death of Abraham Lincoln, the fingers of one hand could count those who measured up to even a moderate standard. Not only is the book an expose of the evils of the system, but an attack on the indifference of a public which accepts the system. He tells the history of a nation, through its political warfare, elections, and subsequent playing of the cards. The first two thirds of the book, although full of meat, and challenging, is a trifle pedagogical in approach. From Cleveland on, the human element plays a greater part, and the text seems more dramatic and more vital. A few apt quotations will give you the flavor of the whole..."Democracy in the giant world cities of today, is as unreal as the democracy of the Roman Empire." "The insufficiency of liberalism before the problems of the 20th century." "They were resigned to his being honest, but they thought of course he would be a fool." (This in regard to the selection of Woodrow Wilson, as a political pawn). "The Democratic Party was not an opposition - it was merely a substitute." Quoting Wilson, in 1911 - "The great monopoly in this country is the money monopoly. So long as that exists, our old variety and freedom and individual energy of development are out of the question". And the final sentence in the book: "The man who succeeded him in 1928 had been a member of Harding's cabinet, and had not felt called upon to draw attention to what was going on about him, or to resign from the little group of thieves to which he had been appointed." --- Perhaps these extracts will indicate that the book will not be pleasing to the old school conservatives among your customers, nor to the out and out supporters of a capitalistic system. The publishers consider it one of their most important books, and its nature is such that it is sure to command a controversial press. $3.50

July 12

Mordell, Albert QUAKER MILITANT Houghton, Mifflin

A new biography of John Greenleaf Whittier, and one that shows him to have been something quite other than the customary picture of a quiet, peaceful citizen, content to depict the pastoral scene with enough of sentiment to insure forever, quotations in all the school anthologies to come. Source material hitherto unused, indicates that he was a repressed and morbid man, crossed in love at an early age, and thereafter a philanderer, who took out his own disappointment in breaking hearts right and left. Beyond that, he seems to have been a social radical, a militant supporter of abolition, a modernist of those days, and - not until old age, in any sense a reactionary. Mordell links his little known poems closely with these aspects of his character, and creates a portrait that is much more vigorous than formerly. But the method of presenting the material is that of a scholar, not a dramatist, and the public will probably be largely confined to the student of American literature. $3.50

~~July 13~~ ~~Aug 18~~ ~~Aug 31~~ Aug 18

Beals, Carleton THE CRIME OF CUBA Lippincott

Taken with THE PEOPLE'S CHOICE, this book should complete the destruction of any illusions we might harbor concerning our national honor and political integrity! A university course in debunking the U. S. A. The Beals book is an exposé of our misgovernment in Cuba, and the disgraceful part we have played in her tragic history, past and present, economic, social, political. Sins of omission perhaps even more than sins of commission. The story of Cuba is the story of tyranny-Spain, the United States, Wall Street, and now, closely linked with the immediate past, the dictatorship of Machado, which makes Mussolini look like a Sunday School picnic. The whole story is told with vigorous and purposeful drama, and interwoven with the governmental crimes is an underlying picture of a people who have been able to keep alive a national entity, a many faceted personality, glamorous and repellent at the same time, Spanish, Negro, Creole, Cuban. Possibly there is too much historical and political detail, too careful documentation, for the man in the street, who enjoyed MEXICAN MAZE, but assuredly the book for the thoughtful reader, who is not afraid to face facts in regard to our imperialistic policy. A plus sale in connection with this book might be made in Wilson Wright's MAN WANTS BUT LITTLE (Boni), reviewed in the May 15th bulletin, a novel dealing with the peasant problem in Cuba. $3.00

July 14

Burgess, Gelett THE BROMIDE AND OTHER THEORIES Viking

An omnibus of Gelett Burgess, containing The Bromide Theory, The Educated Heart, Why Men Hate Women, The Game of Neo Friendship. One is apt to think of Burgess as primarily a humorist. After rereading these four sketches, one realizes that he is first a philosopher, with the saving grace of a sense of humor. One gets the usual pleasure in thinking of all the people who would be benefitted by reading what he has to say - and in the end accepts the fact that there is much for personal application in the pages as well. Far less dated than many more recent writings of the 1930-33 variety of humorist. $1.00

July 21

Lanier, Henry Wysham THE FAR HORIZON Knopf

A book that warrants the same sort of popular success that ON THE BOTTOM secured, for it combines adventure, human interest, and a picture of many phases of the colorful history that is in the making by the men of the air. It is the life story of Birger Johnsen, noted flier, a Norwegian who from early childhood felt the call of the sky. A trained engineer, he attacked his career first from the scientific angle, but Fate dealt him its more dramatic sides. Conflicts with bootleggers in Florida, experiences with the early days of barn storming, service during the war (though actually a "neutral"), capture by pirates in China, contact with gold discoveries in South America - there is not a dull moment in the book. The collaborator (the story is told in the first person) has done an able piece of work. A book for escape reading, and one that young and old will enjoy. $2.75

August 1

Stallings, Lawrence, Ed. THE FIRST WORLD WAR Simon & Schuster

A photographic history of the war, containing 530 photographs, covering the events leading up to the war, episodes on all fronts, and behind the lines, some pictures tragic and grim, some merely episodic, some of historical value, some humorous, a birdseye view of the war in all its many aspects. The captions are arresting and dramatic. The make-up of the book and the reproductions of the photographs are amazingly effective. The first edition consists of 60,000 copies, and the publishers are backing a big gamble with the well known S & S publicity and advertising genius, prepared to create another best-seller. The title - many will question it and resent it - it was chosen by Stallings, and perhaps it may truly represent the spirit of the day. What a bitter reflection on our tempo! $3.00

August 22

Beard, Mary R. Ed. AMERICA THROUGH WOMEN'S EYES Macmillan

An ideal book for club programs, a source book that should be in every public library, but not a book that is likely to interest the general reader, unless that reader happens to be seeking knowledge about the place woman has held in the American scene. Starting with the Colonial Period, Mrs. Beard has selected largely from women's own writings (diaries, letters, news items, articles, reprints of speeches, published books) quotations which show how significant their contribution has been. The emphasis is designedly on the industrial, social and economic aspects, rather than on the literary and artistic. Several national movements have their place:- suffrage, temperance, the Red Cross, the Lucy Stone league, and so on. Able, so far as it goes, but lop-sided and flagrant in omissions. $3.50

September 12

Skinner, Constance L. BEAVER, KINGS AND CABINS Macmillan

A history of the fur trade in America, based on the premise that it was the significant factor in our national development at one time. The substance of an important book is there; the spirit is lacking. It seems disappointingly uninspired. The author, though she knows the fur trade at close range, through her childhood in northern British Columbia, has somehow failed to capture the essential spirit of adventure and romance and drama. The treatment seems ineffectual, rambling, discursive, lacking in continuity and interest. $3.00

RECOMMENDED MYSTERIES

July 12

Burt, Katharine Newlin — BEGGARS ALL — Houghton, Mifflin

A mystery romance laid in the South. An absorbingly interesting story of the last member of an old family, and of the threat under which he lived. $2.00

Knibbs & Lummis — GENTLEMEN, HUSH! — Houghton, Mifflin

A mystery that is different. A western that is different. A characterization that suggests THE BELOVED VAGABOND. Not for the regular fan, but for the sophisticated reader who will appreciate the subtle charm of a strange blend. $2.00

Walling, R. A. J. — PROVE IT, MR. TOLEFREE — Morrow

Leisurely crime study in somewhat the S. S. Van Dine manner. The setting is England, the characters society people. $2.00

July 14

Fletcher, J. S. — THE MURDER OF THE ONLY WITNESS — Knopf

A diamond theft and a murder, English society and gunmen, combine to make further adventures for Clancey and Camberwell. $2.00

August 2

Hichens, Robert — THE PARADINE CASE — Doubleday, Doran

Here is a book that deserves more of a sale than the average mystery. It has somewhat the quality that distinguished WITHIN THE LAW. Not only a first rate mystery story, with one of the best court scenes of recent publication, but a brilliant and dramatic story of the interplay of characters involved in the murder of the blind colonel. $2.00

JUVENILES

August 16

Wyckoff, C. C. — JOTHY — Longmans, Green

A really extraordinary picture of modern India, is this story of Jothy, child of the village, of her life there, with all the ramifications of a rigid caste system shutting her off from the upper levels, of the uprooting and sending her to a mission school, where Americans sought to level all barriers, and produce in a few years, a new social system. A vivid story of conflicting forces, an old civilization against a new, traditions and superstitions of centuries against a raw modernism. A good tale, well told, and introducing American youth to problems outside their ken, giving them something, in miniature, of the problem that is India to her white rulers. Miss Wyckoff knows her subject at first hand, for she has been - and is - connected with just such a school as the one described in the text. The illustrations by Kurt Wiese have caught the spirit of the story. A book for girls of twelve and up. $2.00

Bolton, Ivy — A LOYAL FOE — Longmans, Green

There is, for all children, a glamor surrounding the tragic tale of the princes in the tower, and their ill-fated end, and their cruel uncle, the Duke of Gloucester. That cowardly episode and the long-drawn out cruelty of the Wars of the Roses form the background for a spirited historical romance, for older boys and girls. Rex Damory of the Red Roses, is the central figure, and there is a thread of mystery throughout in the search for the missing sister, and the mystery of the identity of the two maids in waiting. The illustrations by Henry Pitz are excellent, and help sustain the quality of the tale. $2.00

Hawthorne, Hildegarde — THE LONE RIDER — Longmans, Green

Historical fiction with an American background. The story of a pioneer lad, whose capture previously and life among the Indians gives him the necessary equipment to act as scout and "lone rider" for Kit Carson. Carson, Boone, Jim, Bridger, come and go across the pages. The boy himself eventually becomes one of the riders in the brief and dramatic history of the Pony Express. There is enough romance to capture the imagination of girl readers, but the story is primarily for boys from twelve up. Illustrated by Richard Rodgers. $2.00

Note in the June 3rd issue of Publishers' Weekly, page 1818, and in the June 10th issue, pages 1866 and 1867, the details regarding Macmillan's new plan for selling through the trade, library units for children. Four libraries are planned for three age groups, the total retail price of each group of twelve books coming to $20.- sold as a unit, or on the installment plan, $18.50. A plan such as this, backed by an extensive promotion and advertising campaign, and a mail campaign engineered through the bookshops, gives the trade a chance to offer their customers values comparing favorably with book club plans. It might also suggest to the trade, plans for their own units, which could readily be made up from all publishers' lists, and suggested as units to individual customers.

Note These Changes in Publication Dates, Etc.

CONGO SOLO by Emily Hahn (Bobbs-Merrill) from Spring to Fall.

THE FLUTTER OF AN EYELID by Myron Brinig (Farrar & Rinehart) from May to Sept. 11.

THE PURE AND THE IMPURE by Colette (Farrar & Rinehart) from Spring to August 3. Price changed from $2.50 as announced to $2.00.

MISS LONELYHEARTS by Nathaniel West (published by Liveright, taken over by Harcourt, Brace) to be reissued with new jacket. New display material available, featuring unusual reviews.

Knopf has prepared a very effective poster and display material for NO NICE GIRL SWEARS by Alice Leone-Moats.